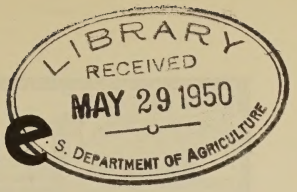
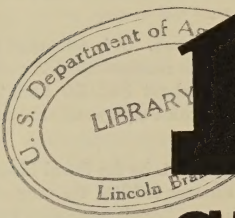
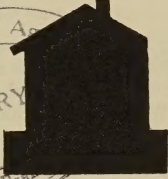


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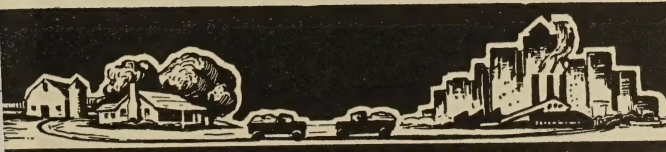


The FARM HOME




and

AAA



U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION



Better Farm Income Means Better Farm Homes

IT USED to be, and it is still often true, that the lot of the farm woman was a hard one, a long succession of days filled with the endless routine of housework. But now she is beginning to get some help.

Electricity is coming into the farm home. It is estimated that approximately 1,700,000 country homes received electric current from central stations in 1939, and about 250,000 had their own lighting plants. With electricity came equipment that eased the burden of the farm woman's day.

According to a study of 123 of its projects by the Rural Electrification Administration during the summer of 1939, the proportion of their members having various electrical appliances was: Radio, 82.4 percent; electric iron, 84.2 percent; washing machines, 58.9 percent; refrigerator, 32.3 percent; toaster, 31 percent; water pump, 18.5 percent; and vacuum cleaner, 21.3 percent.

The farmhouse itself, however, does not offer a very reassuring picture. Relatively few farm families have been able to build modern homes. There is a tremendous volume of farmhouse improvement and new construction that needs to be done.

Diet, as much as anything else, determines the general well-being of the farm family. In this respect most country people have a great advantage over people of the same income who live in towns and cities. They can get the best of food right at home: Eggs and milk from the barnyard, vegetables from the garden, and fruit from the orchard—all foods most essential to physical health. Even then, many farm families have diets that are deficient, and this is often true because they have not learned the nutritional value of foods. Or it may be true because the pressure for cash income does not permit them to fence off land for gardens, orchards, and pastures.

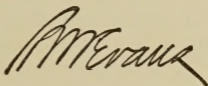
Education, although it is conducted for the most part outside the home, is so intimate an influence in farm family life that it cannot be disregarded. Much has been done in the field of rural education, but much remains to be done.

According to the Advisory Committee on Education, the least satisfactory schools in the United States are to be found in rural areas. This is a particularly difficult problem, as the poorest schools are often found in sections which cannot stand the strain of added taxes. But the fact remains that an uneducated child is not as efficient a citizen as the educated child.

Education, diet, labor-saving equipment, and all the little niceties in house furnishings that give dignity and pleasantness to the farm home—these wait upon farm income. Their lack constitutes a social problem that needs to be met with an economic answer. The farm population of this country is very large, and its unfilled needs are great. Given a fairer buying power for farm products, this potential market would yield greater income to those who live in towns and cities.

The Agricultural Adjustment Administration comes to the farm home not by way of the road, but by way of the fields. Some fields tell the story of waste, of land worked unmercifully with one soil-depleting crop after another, of land that is gullied by erosion. Other fields tell the story of growth, of land that is building up a permanent fertility.

In authorizing national farm programs, the Congress has expressed the will of the American people that all farms shall tell the story of growth. The programs aim to help farmers bring about conservation of the soil, a balanced farming, a more secure income, and a permanent, rewarding farm life.



Administrator.



"There is a point of balance . . . where the welfare of both the farmer and the consumer is best served. And it is that point of balance that we are working toward. That is what the agricultural adjustment program is all about."

—Secretary of Agriculture Henry A. Wallace.

Producer-Consumer Leaflets

This is the eleventh in a series of 12 leaflets dealing with the various ways in which the problems of farmers and city people are related. The following is the complete list of leaflets in the series:

- PC-1 And So They Meet.**—Farmers and city people: Both producers—both consumers.
- PC-2 The Things We Want.**—Making abundance work for all our people.
- PC-3 On Tired Soil.**—Poor soil means poor people on the farms and in the cities.
- PC-4 Two Families—One Farm.**—Stable tenure means better producers and better consumers.
- PC-5 To Buy Abundantly.**—Producers of abundance deserve to be consumers of abundance.
- PC-6 Plenty.**—Avoiding the scarcity of famine and overabundance.
- PC-7 Between You And Me.**—The distributor's place in production and consumption.
- PC-8 None Shall Go Hungry.**—Making abundance work for low-income families.
- PC-9 Grow Your Own.**—Better home living means better production and consumption.
- PC-10 The Magic Carpet.**—Protection for grassland is protection for cities.
- PC-11 The Farm Home And AAA.**—Better farm income means better farm homes.
- PC-12 Country Life And AAA.**—A permanent security for farm and city.

Copies of this leaflet and others in this series may be obtained upon request from the Agricultural Adjustment Administration, U. S. Department of Agriculture, Washington, D. C.

Reference Suggestions

The material in this leaflet is based on facts presented in various governmental studies and publications, including:

- "Opportunities Ahead for Rural Youth."—G-46, Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "The Outlook for Farm Family Living in 1940."—MP-No. 377, U. S. Department of Agriculture.
- "Looking Toward Farm Security."—Report of the Secretary of Agriculture, 1938, pages 63-65. U. S. Department of Agriculture.